

This
July 4th
Holiday
Keep America's
Families Safe from
Impaired Drivers

Join the
You Drink & Drive. You Lose.
National Mobilization

Join the National Mobilization

The materials in this kit are intended to serve as a basic template for your enforcement mobilization, allowing you to easily tailor the materials based on your community's needs and restrictions.

Whenever possible, use local statistics because information at the local level is always more interesting to the media and has more impact on your community.

Keep America's Families Safe from Impaired Drivers

*This kit will help
you to coordinate your
You Drink & Drive.*

***You Lose.** media
outreach with the
national effort and
to mobilize your
community to deter
impaired driving
before it happens.*

Impaired Driving is a Crime That Kills

Impaired driving is no accident. It's a serious crime that kills more than 16,000 people and injures nearly 305,000 people every year. Someone in America dies in an alcohol-related crash every 32 minutes. Every two minutes, someone is injured.

After several years of gradual improvement, more recent impaired driving statistics released by the National Highway Traffic Safety Administration (NHTSA) show that impaired driving-related deaths increased from 15,976 in 1999 to 16,653 in 2000. America is at a crucial point where we must all do more if we are to significantly reduce the number of alcohol- and drug-related crashes. As a prominent leader in your community, you have a unique opportunity to stop this deadly crime and lead the fight against impaired driving.

You Drink & Drive. You Lose. National Mobilization – Protecting Families from Impaired Drivers

That's why NHTSA and the National District Attorneys' Association, National Association of Prosecutor Coordinators, International Association of Chiefs of Police, National Sheriffs' Association, National Organization of Black Law Enforcement Executives, Hispanic American Police Command Officers Association and Operation C.A.R.E are asking you to promote and take part in the National Mobilization this Fourth of July holiday.

Every July and December, the ***You Drink & Drive. You Lose.*** National Mobilizations are conducted in partnership with criminal justice and traffic safety partners in all 50 States. The goal is to build on the



Impaired Driving is a Crime That Kills

incredible momentum and the hard work already taking place in communities throughout America to stop impaired driving and save lives. The mobilizations take place in July and December for a reason – Summer is when alcohol-related crashes occur most frequently and December is an appropriate time to promote the issue, because of public perception that holiday celebrations increase the consumption of alcohol and impaired driving.

The Message is Clear – Americans Support Getting Tough on Impaired Driving

Communities throughout America support increased criminal justice efforts to stop this illegal and life-threatening offense. Studies show that the majority of Americans consider impaired driving one of our nation's most important social issues, ahead of health-care, poverty/hunger, racism and education.

Nearly 97 percent of Americans view impaired driving as a major threat to the community. As a result, the majority of Americans support increased use of enforcement efforts, such as saturation patrols and sobriety checkpoints, to protect innocent victims. Furthermore, two-thirds of Americans strongly endorse the use of stricter and more severe penalties against impaired drivers, to protect themselves and their loved ones.

It Takes a Criminal Justice System Approach

Every year 1.5 million impaired drivers are arrested, yet only one arrest occurs for every 772 instances of drinking and driving. As a result, one in three Americans will be affected by this violent crime in their lifetime. The key to protecting innocent victims from impaired drivers is taking a systematic approach that includes highly visible and coordinated efforts by law enforcement, prosecutors, courts, traffic safety organizations and community partners.



Say it with Conviction: The Prosecutor's Role

Your professional experience and unique standing in your community makes you a key player in the success of the **You Drink & Drive. You Lose.** National Mobilization. By supporting and publicizing saturation patrols and sobriety checkpoints and prosecuting offenders to the full extent of the law, you send the message that impaired driving is a crime and will not be tolerated in your community.

You can use existing laws like administrative license revocation, .08 BAC, zero tolerance or vehicle confiscation laws to show the consequences of impaired driving. Prosecutors can also provide the court's perspective and explain what offenders can lose, in time away from work and in high fines and court costs.

In your prosecutorial capacity, you can:

- Participate in training for the apprehension, prosecution and adjudication of the impaired driver.
- Participate in community coalitions and public education programs that deter impaired driving.
- Tell your community to expect an increased visible presence of law enforcement, such as saturation patrols and sobriety checkpoints, during the July 4th holiday. Make sure they know that offenders will suffer serious consequences, including losing their driver's license, receiving fines or serving jail time.
- Strongly and publicly support law enforcement's strict application of laws against impaired driving.
- Strengthen and promote your community's stance against impaired driving by rigorously prosecuting violators to the fullest extent of the law.

In addition to the actions listed above, you can extend the impact of the mobilization by taking the **You Drink & Drive. You Lose.** message directly to citizens. Community groups, schools, religious organizations and businesses are great places to rally support for enforcement efforts. Make the most of your powerful

position in the community by informing and educating the public. For example, you could:

- Offer to speak during civic events, community centers, parent-teacher gatherings, business meetings and events by youth organizations about the legal consequences of impaired driving and underage drinking, and the wisdom of using designated drivers.
- Appear on local TV and radio news and talk shows, using the airwaves to tell motorists about the mobilization.
- Ask businesses to promote responsibility when hosting holiday parties by employees. Remind them that permitting underage guests to drink alcohol is illegal and that serving alcohol may render them liable for the conduct of their guests.
- Encourage businesses to support sober ride and designated driver programs for their employees.



Sample News Release

[Your Letterhead]

For Immediate Release
[Date]

Contact: [Name]
[Phone]

[CITY/TOWN] District attorney Warn Motorists – *You Drink & Drive. You Lose.* Unusually Long July 4th Holiday Could be Deadliest Ever

With more people expected to travel on America's highways during the extended Fourth of July holiday, this week could be one of the deadliest periods ever for impaired driving fatalities.

To protect [CITY/TOWN] families during this long holiday period, local criminal justice agencies will join forces [DATES] to protect citizens from impaired drivers. As part of the *You Drink & Drive. You Lose.* National Mobilization, local officials will conduct sobriety checkpoints and saturation patrols to arrest and prosecute impaired drivers to the fullest extent of the law.

"Impaired driving is no accident – It's a crime that kills every 32 minutes," said [LOCAL OFFICIAL]. "As a prosecutor, I can assure you there is no greater tragedy I face than dealing with the aftermath of these tragedies and the toll it takes on the victims' families and on our community. I'm committed to making our neighborhoods safer by prosecuting these criminals to the fullest extent of the law. Our message is a simple one – *You Drink & Drive. You Lose.* If arrested, you can lose your license, time from your job, and lose money in high fines and court costs as well as possible imprisonment for vehicular manslaughter or homicide."

After several years of improvement, more recent impaired driving statistics released by the National Highway Traffic Safety Administration show alcohol-related deaths increased for the first time since 1995, from 15,976 in 1999 to 16,653 in 2000.

Studies show that the majority of Americans consider drunk driving one of the nation's most important social issues, ahead of healthcare, poverty/hunger, racism and education. Nearly 97 percent of Americans view drunk driving as a major threat to the community. As a result, the majority of Americans support increased use of enforcement efforts, such as saturation patrols and sobriety checkpoints, to protect innocent victims. Furthermore, two-thirds of Americans also strongly endorse the use of stricter and more severe penalties against impaired drivers.

"Losing your freedom because of driving impaired is no way to celebrate the Fourth of July," said [LOCAL OFFICIAL]. "Party hosts and businesses especially need to recognize their responsibilities and know that they can be held liable if their guests or patrons cause an alcohol-related crash."

Nine out of 10 Americans who participate in social events where alcohol is served believe that people should use designated drivers. [LOCAL ORGANIZATION] suggests that employee parties and other celebrations include alcohol-free beverages and protein-rich foods, along with awareness of guests' alcohol consumption, and reminds everyone to plan ahead:

- Don't risk it – If you plan to drive, don't drink.
- Choose a sober designated driver.
- Take mass transit or a taxicab.
- Spend the night where the activity is being held.

The *You Drink & Drive. You Lose.* National Mobilization, launched in December 1999, is a comprehensive impaired driving prevention effort focused on highly visible criminal justice-related efforts to deter impaired driving and is designed for use for use by States and communities to save lives. Thanks to the tremendous efforts of thousands of devoted public and private partners, more than 150 million Americans have learned about our lifesaving message from their newspaper, from the Internet, and from radio and television broadcasts. For more information about the campaign visit, NHTSA's web site at www.nhtsa.dot.gov.

- Every Fourth of July, too many Americans chose to drive after drinking alcohol or using drugs. Impaired driving is no accident. It's a serious crime that kills someone every 32 minutes.
- After several years of improvement, more recent statistics released by the National Highway Traffic Safety Administration show impaired driving-related deaths increased for the first time since 1995, from 15,976 in 1999 to 16,653 in 2000.
- With more people expected to travel during this extended July 4th holiday, this week could be one of the deadliest periods ever for impaired driving fatalities.
- This Fourth of July **[ORGANIZATION]** will be working with **[PARTNERS]** to keep families safe from one of the greatest threats to our communities – Impaired drivers.
- As part of the *You Drink & Drive. You Lose.* National Mobilization, law enforcement agencies will be conducting saturation patrols and sobriety checkpoints to identify and arrest impaired drivers.
- We are joining **[LAW ENFORCEMENT AGENCY]** to warn everyone – *You Drink & Drive. You Lose.* Violators will lose their license, time from their job, and lose money in high fines and court costs as well as possibly face imprisonment for vehicular manslaughter or homicide.
- Losing your freedom because of driving impaired is no way to celebrate the Fourth of July.
- Party hosts and businesses especially need to recognize their responsibilities and know that they can be held liable if their guests or patrons cause an alcohol-related crash.
- Although every year 1.5 million impaired drivers are arrested, only one arrest occurs for every 772 instances of drinking and driving. As a result one in three Americans will be affected by this violent crime in their lifetime.
- The key to reversing this alarming trend is taking a systematic approach with law enforcement, prosecutors, judicial officials and traffic safety partners, each doing their part, to protect innocent victims from impaired drivers.



Talking Points

- Like most Americans, [Organization] supports increased enforcement to make our neighborhoods safer and will be supporting law enforcement officials by **[ACTIVITIES]**.
- We're reminding everyone to plan ahead
 - ❑ Don't risk it – If you plan to drive, don't drink.
 - ❑ Choose a sober designated driver.
 - ❑ Take mass transit or a taxicab.
 - ❑ Spend the night where the activity is being held.
 - ❑ Report impaired drivers to law enforcement.
- Studies show that the majority of Americans consider drunk driving one of the nation's most important social issues, ahead of healthcare, poverty/hunger, racism and education.
- Nearly 97 percent of Americans view impaired driving as a major threat to the community.
- Launched in December 1999, the ***You Drink & Drive. You Lose.*** National Mobilization is a partnership of criminal justice and traffic safety partners in all 50 States committed to reducing deaths from impaired driving.
- Saturation patrols are an example of increased enforcement efforts, often involving multiple agencies, that target a specific area to identify and arrest impaired drivers.
- At sobriety checkpoints, law enforcement officers evaluate drivers for signs of alcohol or drug impairment. Vehicles are stopped in a specific sequence, such as every other or every fourth, fifth or sixth vehicle, depending on the staffing available and traffic conditions.
- When adequately publicized, saturation patrols and sobriety checkpoints increase the perceived risk of arrest, influencing drivers to make the right decision and reminding the general public that impaired driving is a crime.



This Fourth of July as you join your neighbors, family and friends to celebrate America's birth and our liberty, don't lose your freedom to impaired driving.

Every year, as a **[PROSECUTOR or DISTRICT ATTORNEY]**, I face the deadly aftermath of the Fourth of July. The summer months usually mean an increase in impaired driving cases and unfortunately, fatalities. My office works tirelessly with the families of victims to ensure justice and prosecute impaired drivers to the fullest extent of the law. Victims' families often ask me how this could happen. Unfortunately, it happens all too often and, it only takes one wrong decision to become a criminal or worse – a killer.

Too many people continue to view impaired driving merely as a traffic offense or victimless crime. Don't be fooled. Impaired driving is one of the most frequently committed crimes in America. It's a crime that kills every 32 minutes and a crime that based on statistics, will affect you personally.

My office views impaired driving as a serious crime and prosecutes violators and works tirelessly with **[LOCAL ORGANIZATIONS]** to keep repeat offenders off our streets.

This year the chances are even greater that you or someone you know will be affected. Because of the extended July 4th holiday period this year, **[STATE/LOCAL ORGANIZATION]** is expecting an increase in the number of impaired driving fatalities. To protect **[CITY/TOWN]** families from impaired drivers, **[STATE/LOCAL ORGANIZATION]** are participating in the *You Drink & Drive. You Lose.* National Mobilization. Local officials will conduct saturation patrols and sobriety checkpoints to arrest and prosecute impaired drivers to the fullest extent of the law.

Officials from **[CITY/TOWN]** are joining me in the National Mobilization, **[DATES]**, to remind everyone to take this issue seriously or risk arrest and prosecution to the fullest extent of the law. The message is simple – *You Drink & Drive. You Lose.* Violators will lose their license and time away from their job, pay high fines and court costs and could face imprisonment for vehicular manslaughter or homicide.

After several years of improvement, more recent statistics released by the National Highway Traffic Safety Administration (NHTSA) show that impaired driving-related deaths increased for the first time since 1995, from 15,976 in 1999 to 16,653 in 2000. America is at a crucial point where we must all do more as communities and as individuals if we are to make significant declines in the number of alcohol- and drug-related crashes.

That's why it's so important to celebrate sensibly. It takes just a little forethought to designate a sober driver before you celebrate. Barring that, use taxi services and other alternative transportation or if possible, spend the night rather than driving home impaired.

If you're hosting a party, accept responsibility for your guests' safety. Don't serve alcohol to underage guests or to anyone who has clearly "had enough." It's not just the conscientious thing to do; serving those who are underage is illegal, and serving anyone who is visibly intoxicated can leave you liable. Offer non-alcoholic beverages and protein-rich snacks. Stop serving alcohol at least one hour before the party ends. Take the car keys away from any guest who is impaired; call a taxicab or ask a non-drinking guest to provide a safe ride home.

This Fourth of July, don't lose your freedom to impaired driving. The choice is yours – designate a driver or **[LOCAL ORGANIZATION]** will appoint one for you – straight to jail.

You Drink & Drive. You Lose. National Mobilization

Launched in December 1999, the *You Drink & Drive. You Lose.* National Mobilization is a partnership of criminal justice and traffic safety partners in all 50 States that is committed to reducing deaths from impaired driving. Thanks to the combined efforts of thousands of devoted public and private partners, more than 150 million Americans have learned about the campaign from the newspaper, from the Internet, and from radio and television broadcasts. For more information about the National Mobilization, visit www.nhtsa.dot.gov.

Impaired Driving is a Crime That Kills

As a law enforcement official you understand that impaired driving is no accident. It's a serious crime that kills more than 16,000 people and injures nearly 305,000 others every year. Every 32 minutes, someone in America dies in an impaired driving crash. Every two minutes, someone is injured.

Law enforcement agencies in every State and locality are serving on the frontlines in the fight against this deadly threat to America's communities. Traffic crashes are not only a threat to our citizens but are also the leading cause of death for law enforcement officers. The threat is real, deadly and even more important, crashes are 100 percent preventable.

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You Drink & Drive. You Lose. National Mobilization – Protecting Families from Impaired Drivers

That's why NHTSA and the International Association of Chiefs of Police, National Sheriffs' Association, National Organization of Black Law Enforcement Executives, Hispanic American Police Command Officers Association, Operation C.A.R.E, National District Attorneys' Association and National Association of Prosecutor Coordinators, are asking you to promote and take part in the National Mobilization this Fourth of July holiday.

Every July and December, the ***You Drink & Drive. You Lose.*** National Mobilizations are conducted in partnership with criminal justice and traffic safety partners in all 50 States. The goal is to build on the incredible momentum and the hard work already taking place in communities throughout America to stop impaired driving and save lives. The mobilizations take place in July and December for a reason – Summer is when alcohol-related crashes occur most frequently and December is an appropriate time to promote the issue, because of public perception that holiday celebrations increase the consumption of alcohol and impaired driving.

The Message is Clear – Americans Support Getting Tough on Impaired Driving

Communities throughout America support increased criminal justice efforts to stop this illegal and life-threatening offense. Studies show that the majority of Americans consider impaired driving one of our nation's most important social issues, ahead of health-care, poverty/hunger, racism and education.



Impaired Driving is a Crime That Kills

Nearly 97 percent of Americans view impaired driving as a major threat to the community. As a result, the majority of Americans support increased use of enforcement efforts, such as saturation patrols and sobriety checkpoints, to protect innocent victims. Furthermore, two-thirds of Americans strongly endorse the use of stricter and more severe penalties against impaired drivers, to protect themselves and their loved ones.

It Takes a Criminal Justice System Approach

Every year 1.5 million impaired drivers are arrested, yet only one arrest occurs for every 772 instances of drinking and driving. As a result, one in three Americans will be affected by this violent crime during their lifetime. The key to protecting innocent victims from impaired drivers is to take a systematic approach that includes highly visible and coordinated efforts by law enforcement, prosecutors, judicial officials, traffic safety organizations and community partners.

Publicize What You are Already Doing

Every law enforcement agency has the legal ability to conduct saturation patrols and most States allow the use of small- and large-scale sobriety checkpoints. Highly visible enforcement is the foundation of the ***You Drink & Drive. You Lose.*** National Mobilization.

As with any criminal offense, the best way to deter impaired driving is through a highly visible effort by the entire criminal justice system – enforcement, prosecution, adjudication and sanctions – to reinforce the belief that violators are criminals and that it is likely that impaired drivers are at high risk of being caught, prosecuted and adjudicated.

You can use existing laws like administrative license revocation, .08 BAC, zero tolerance or vehicle confiscation laws to show the consequences of impaired driving. Prosecutors and judges also can provide the court's perspective and explain what offenders can lose, in time away from work and in high fines and court costs.

By supporting and publicizing saturation patrols and sobriety checkpoints during the mobilization, and by locking up violators, you send the message that impaired driving is a crime that will not be tolerated in your community. Eventually, your efforts will prove that the message and consequences are real and will serve as a strong deterrent to anyone thinking of driving impaired.

Law Enforcement Leads the Way

Existing partnerships with State, county and local law enforcement agencies provide a pre-set structure for mobilization activities. Use these relationships to implement the mobilization. Every law enforcement agency has the ability to conduct saturation patrols to identify and apprehend impaired drivers. They are excellent enforcement and communication tools for deterring impaired driving. Small- and large-scale sobriety checkpoints also are allowed in most States and can serve as effective high-profile deterrents.

- Identify organizations that have structured similar outreach activities and ask for their advice and assistance in planning.
- Call a special meeting of departmental and agency chiefs, sheriffs and colonels throughout the State. Ask them to take an active interest in the mobilization and encourage others to participate.
- Promote the issue at conferences and meetings as well as in publications and newsletters.

The Law Enforcement's Case

- Law enforcement is more likely to participate in mobilization activities if obstacles are removed that inhibit their participation. Make it easy and everyone will join the effort.
- Make sure officers are aware that the indicators of intoxication are the same at .08 BAC as they are at .10 and that standard field sobriety tests have been validated at .08 BAC.
- Create interdepartmental partnerships to let officers know which divisions are participating in the mobilization.
- Provide agencies with basic information about the mobilization, including goals, implementation strategies, duration, event dates and evaluation tools.
- Everyone involved in the mobilization is a key partner in its success. Strive for 100 percent law enforcement participation in your State. A united front raises your visibility and creates a powerful deterrent message.
- Solicit input from prosecutors, judicial officials and traffic safety organizations on timing, strategies and evaluation methods for your effort.
- Allow individual departments to devise targeted implementation activities for the mobilization.
- Have law enforcement representatives available who are familiar with mobilization activities to assist community groups interested in joining the campaign.
- Let judges and prosecutors know that there may be an initial increase in impaired driving arrests. Now that the BAC limit has changed from .10 to .08 in

some States, cases that may have been on the edge of the limit can now be prosecuted fully.

- Distribute information on any changes in the law to motorists who are stopped. A good time to do this would be at a sobriety checkpoint or during a saturation patrol.



Sample News Release

[Your Letterhead]

For Immediate Release
[Date]

Contact: [Name]
[Phone]

Law Enforcement Officials Warn Motorists – *You Drink & Drive. You Lose.* Unusually Long July 4th Holiday Could be Deadliest Ever

With more people expected to travel on America's highways during the extended Fourth of July holiday, this week could be one of the deadliest periods ever for impaired driving fatalities.

To protect [CITY/TOWN] families during this long holiday period, local criminal justice agencies will join forces [DATES] to protect citizens from impaired drivers. As part of the *You Drink & Drive. You Lose.* National Mobilization, local officials will conduct sobriety checkpoints and saturation patrols to arrest and prosecute impaired drivers to the fullest extent of the law.

“Impaired driving is no accident – It’s a crime that kills every 32 minutes,” said [LOCAL OFFICIAL]. “My agency will be working overtime this weekend to protect families from impaired drivers. Our message is a simple one – *You Drink & Drive. You Lose.* Violators will lose their license, time from their job, and lose money in high fines and court costs as well as possibly face imprisonment for vehicular manslaughter or homicide.”

After several years of improvement, more recent impaired driving statistics released by the National Highway Traffic Safety Administration show alcohol-related deaths increased for the first time since 1995 from 15,976 in 1999 to 16,653 in 2000.

Studies from the National Highway Traffic Safety Administration show that the majority of Americans consider drunk driving one of the nation's most important social issues, ahead of healthcare, poverty/hunger, racism and education. Nearly 97 percent of Americans view drunk driving as a major threat to the community. As a result, the majority of Americans support increased use of enforcement efforts like saturation patrols and sobriety checkpoints to protect innocent victims. Furthermore, two-thirds of Americans also strongly endorse the use of stricter and more severe penalties against drunk drivers.

Nine out of 10 Americans who participate in social events where alcohol is served feel that people should use designated drivers. [LOCAL ORGANIZATION] suggests that party hosts include alcohol-free beverages and protein-rich foods, along with reminding guest to plan ahead. [LOCAL ORGANIZATION] reminds everyone:

- Don't risk it – If you plan to drive, don't drink.
- Choose a sober designated driver.
- Take mass transit or a taxicab.
- Spend the night where the activity is being held.
- Report impaired drivers to law enforcement.

The *You Drink & Drive. You Lose.* National Mobilization, launched in December 1999, is a comprehensive impaired driving prevention effort focused on highly visible criminal justice-related efforts to deter impaired driving and is designed for use by States and communities to save lives. Thanks to the tremendous efforts of thousands of devoted public and private partners, more than 150 million Americans have learned about our lifesaving message from their newspaper, from the Internet, and from radio and television broadcasts. For more information about the campaign please, visit NHTSA's web site at www.nhtsa.dot.gov.

- Every Fourth of July, too many Americans chose to drive after drinking alcohol or using drugs. Impaired driving is no accident. It's a serious crime that kills someone every 32 minutes.
- After several years of improvement, more recent statistics released by the National Highway Traffic Safety Administration show impaired driving-related deaths increased for the first time since 1995 from 15,976 in 1999 to 16,653 in 2000.
- With more people expected to travel during this extended July 4th holiday, this week could be one of the deadliest periods ever for impaired driving fatalities.
- This Fourth of July **[ORGANIZATION]** will be working with **[PARTNERS]** to keep families safe from one of the greatest threats to our communities – Impaired drivers.
- As part of the ***You Drink & Drive. You Lose.*** National Mobilization, law enforcement agencies will be conducting saturation patrols and sobriety checkpoints to identify and arrest impaired drivers.
- We are warning everyone – ***You Drink & Drive. You Lose.*** Violators will lose their license, time from their job, and lose money in high fines and court costs as well as possibly face charges for vehicular manslaughter or homicide.
- Losing your freedom because of driving impaired is no way to celebrate the Fourth of July.
- Party hosts and businesses especially need to recognize their responsibilities and know that they can be held liable if their guests or patrons cause an alcohol-related crash.
- Although every year 1.5 million impaired drivers are arrested, only one arrest occurs for every 772 instances of drinking and driving. As a result one in three Americans will be affected by this violent crime in their lifetime.
- The key to stopping impaired drivers is taking a systematic approach with law enforcement, prosecutors, judicial officials and traffic safety partners, each doing their part, to protect innocent victims from impaired drivers.
- I can assure you there is no greater tragedy for a law enforcement officer than knocking on the door of a victim's family to tell them that they have lost a loved one to this senseless crime.



Talking Points

- We are reminding everyone:
 - ❑ Don't risk it – If you plan to drive, don't drink.
 - ❑ Choose a sober designated driver.
 - ❑ Take mass transit or a taxicab.
 - ❑ Spend the night where the activity is being held.
 - ❑ Report impaired drivers to law enforcement.
- Studies show that the majority of Americans consider drunk driving one of the nation's most important social issues, ahead of healthcare, poverty/hunger, racism and education.
- Nearly 97 percent of Americans view drunk driving as a major threat to their community.
- The ***You Drink & Drive. You Lose.*** National Mobilization is a partnership of criminal justice and traffic safety partners in all 50 States committed to reducing deaths from impaired driving.
- Saturation patrols are increased enforcement efforts, often involving multiple agencies, that target a specific area to identify and arrest impaired drivers.
- At sobriety checkpoints, law enforcement officers evaluate drivers for signs of alcohol or drug impairment at certain points on the roadway. Vehicles are stopped in a specific sequence—such as every vehicle or every fourth, fifth or sixth vehicle—depending on the personnel available and traffic conditions.
- When adequately publicized, saturation patrols and sobriety checkpoints increase the perceived risk of arrest, influence drivers to make the right choice, and remind the general public that impaired driving is a crime.
- Please celebrate responsibly and don't take a chance – because chances are you will be caught. The choice is yours – designate a driver or one will be appointed for you – straight to jail. Remember: ***You Drink & Drive. You Lose.***



This Fourth of July as you join your neighbors, family and friends to celebrate America's birth and our liberty, don't lose your freedom to impaired driving.

Every year, as a law enforcement officer, I face the deadly aftermath of the Fourth of July. I can assure you the worst part of any officer's duty is knocking on the door of a victim's family to tell them that they have lost a loved one to this senseless crime.

Too many people continue to view impaired driving merely as a traffic offense or victimless crime. Don't be fooled. Impaired driving is one of the most frequently committed crimes in America. It's a crime that kills every 32 minutes and a crime that statistically, will likely affect you personally.

This year the chances are even greater that you or someone you know will be affected. Because of the extended July 4th holiday period this year, [STATE/LOCAL ORGANIZATION] is expecting an increase in the number of impaired driving fatalities. To protect [CITY/TOWN] families from impaired drivers, [STATE/LOCAL ORGANIZATION] are participating in the **You Drink & Drive. You Lose.** National Mobilization. Local officials will conduct saturation patrols and sobriety checkpoints to arrest and prosecute impaired drivers to the fullest extent of the law.

There will be no warnings this weekend. Our message is a simple one – **You Drink & Drive. You Lose.** Violators will lose their license, time from their job, and lose money in high fines and court costs as well as possibly face imprisonment for vehicular manslaughter or homicide.

After several years of improvement, more recent statistics released by the National Highway Traffic Safety Administration show that impaired driving-related deaths increased for the first time since 1995, from 15,786 in 1999 to 16,653 in 2000. We have come to a crossroads in our efforts to prevent this deadly crime. America is at a crucial point where we must all do more as communities and as individuals if we are to make significant declines in the number of alcohol- and drug-related crashes.

That's why it's so important to celebrate sensibly. It takes just a little forethought to designate a sober driver before you celebrate. Barring that, use taxi services and other alternative transportation or if possible, spend the night rather than driving home impaired.

If you're hosting a party, accept responsibility for your guests' safety. Don't serve alcohol to underage guests or to anyone who has clearly "had enough." It's not just the conscientious thing to do; serving those who are underage is illegal, and serving anyone who is visibly intoxicated can leave you liable. Offer non-alcoholic beverages and protein-rich snacks. Stop serving alcohol at least one hour before the party ends. Take the car keys away from any guest who is impaired; call a cab or ask a non-drinking guest to provide a safe ride home.

This Fourth of July, don't lose your freedom to impaired driving. The choice is yours – designate a driver or [LOCAL ORGANIZATION] will appoint one for you – straight to jail.

You Drink & Drive. You Lose. National Mobilization

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Impaired Driving is a Deadly Threat to America's Families

After several years of improvement, more recent statistics released by the National Highway Traffic Safety Administration (NHTSA) show that impaired driving-related deaths increased for the first time since 1995, from 15,976 in 1999 to 16,653 in 2000. America is at a crucial point, requiring all of us to do more if we are to significantly reduce the number of alcohol- and drug-related crashes.

As a traffic safety advocate, you understand the tragic toll every one of these deaths has on families and communities nationwide. As these latest statistics indicate, too many Americans continue to make the wrong choice and drive impaired. Every year 1.5 million impaired drivers are arrested yet only one arrest occurs for every 772 instances of drinking and driving. As a result, one in three Americans will be affected by this violent crime during their lifetime. The reality is that most impaired drivers arrive home safely and are never punished for their life-threatening crimes, which only reinforces their future decisions.

There is No Debate – Americans Support Getting Tough on Impaired Drivers

Studies show that the majority of Americans consider impaired driving one of our nation's most important social issues, ahead of healthcare, poverty/hunger, racism and education. Nearly 97 percent of Americans view impaired driving as a major threat to the community. As a result, the majority of Americans support increased use of sobriety checkpoints and saturation patrols to ensure their safety.

We have reached a crossroads in our efforts to prevent this deadly crime. If we're to significantly reduce the number of alcohol- and drug-related injuries and fatalities, we must all do more to influence behavior

by changing the perception that impaired driving is merely a victimless traffic offense. We must all do more to raise awareness that impaired driving is a deadly crime that has severe personal consequences, and that will no longer be tolerated.



Impaired Driving is a Deadly Threat to America's Families

Keep Families Safe from Impaired Drivers – Join the *You Drink & Drive. You Lose.* National Mobilization

That's why NHTSA and the International Association of Chiefs of Police, National Sheriffs' Association, National Organization of Black Law Enforcement Executives, Hispanic American Police Command Officers Association, Operation C.A.R.E, National District Attorneys' Association and National Association of Prosecutor Coordinators are asking you to help promote and take part in the National Mobilization this July 4th holiday.

Every July and December, *You Drink & Drive. You Lose.* National Mobilizations are conducted in conjunction with criminal justice and traffic safety partners in all 50 States. The goal is to build on the incredible momentum and the hard work already taking place in communities throughout America to stop impaired driving and save lives. The mobilizations occur in July and December for a reason – Summer is when alcohol-related crashes occur most frequently and December is an appropriate time to promote the issue, because of public perception that holiday celebrations increase the consumption of alcohol and impaired driving.

Publicize What You're Already Doing

As with most States and communities, your partnership is already engaged in the fight against this deadly crime. By joining the mobilization, you will become part of a powerful voice that is reaching millions of Americans through national and local media and the Internet.

And as with any criminal offense, the best way to deter impaired driving is through a highly visible media campaign with the entire community and criminal justice system working together – enforcement, prosecution, adjudications and sanctions – to reinforce the message that violators are criminals and that there is a high risk of being caught, prosecuted and jailed.

You can use existing laws, such as administrative license revocation, .08 BAC, zero tolerance or vehicle confiscation laws, to show the consequences of impaired driving. Prosecutors and judges also can provide the court's perspective and explain what offenders can lose, not only in time away from work but in high fines and court costs.



The Traffic Safety Advocate's Role

Each of us has a different role in the mobilization, yet the goal is the same – preventing impaired driving. As a community partner your role is crucial. A community's commitment to end impaired driving should involve a wide array of businesses, volunteers and civic groups. Contact groups already active in your community, including Mothers Against Drunk Driving, Students Against Destructive Decisions, the Kiwanis, Chamber of Commerce, the Lions Club, religious groups, schools and PTAs and other organizations, and ask them to inform their members about the mobilization. These groups also can provide volunteer support for your local campaign.

Here are some ideas to involve the community:

- Host a town hall meeting on ways to reduce impaired driving.
- Publicly endorse the community's mobilization by sending letters to the editor of the local newspaper in support of local mobilizations.
- Work with area businesses and taxicab companies to create alternatives to impaired driving – implement sober ride and designated driver programs.
- Contact organizers of events where alcohol is a focus to distribute literature and encourage the use of designated drivers and sober ride programs.
- Conduct fundraising events (i.e., silent auctions, bake sales, pot luck dinners, etc.) to provide seed money for designated driver and sober ride programs or to purchase equipment for law enforcement.
- Provide volunteers to criminal justice partners to assist with publicity, administrative duties and operating sobriety checkpoints.
- Recruit family members of victims to participate in media outreach activities.
- Use newsletters to raise awareness of the consequences of impaired driving, share non-alcoholic drink recipes and provide safe hosting tips.
- Invite speakers to your meetings (law enforcement, emergency room doctors and nurses, victims, etc.) to speak about the dangers of impaired driving to increase support for your efforts. Local hospitals, fire and rescue officials or MADD chapters are excellent places to recruit speakers.

Work with the Criminal Justice System to Get the Word Out

You cannot have an effective message of deterrence if the public doesn't know what your criminal justice partners are doing and the consequences for violating the law. Members of criminal justice agencies are more likely to participate in campaign activities if you remove obstacles that inhibit their participation. Make it easy and everyone will join the effort. Remind them that every law enforcement agency is legally able to conduct saturation patrols to catch and deter impaired drivers. Small- and large-scale sobriety checkpoints are allowed in most states and can serve as effective high profile deterrents. The good news is that most agencies are already arresting impaired drivers on a daily basis and will welcome your help in bringing greater visibility to their efforts.

Here are some ideas to get you started:

- Identify organizations that have missions and conduct similar outreach activities, get their advice and assistance in planning.
- Call a special meeting of criminal justice departmental and agency chiefs, sheriffs and trooper commands throughout the state. Ask them to take an active interest in the mobilization and encourage others to participate.
- Solicit input from prosecutors, judicial officials and law enforcement agencies on timing, strategies, and evaluation methods.
- Allow individual departments to devise targeted implementation activities for the mobilization.
- Make sure outside groups involved in the campaign have a law enforcement representative available who is familiar with the activities of the mobilization.
- Let judges and prosecutors know that there may be an initial increase in impaired driving arrests. Now that the BAC limit has changed from .10 to .08 in many States, cases that may have been "on the edge" of the limit can now be prosecuted fully.
- Distribute information on the change in the law to motorists. A good time to do this would be at a sobriety checkpoint or during a saturation patrol or at DMV locations.

[Your Letterhead]

For Immediate Release
[Date]

Contact: [Name]
[Phone]

[ORGANIZATION] Warns Motorist – *You Drink & Drive. You Lose.*

Unusually Long July 4th Holiday Could be Deadliest Ever

With more people expected to travel on America's highways during the extended Fourth of July holiday, this week could be one of the deadliest periods ever for impaired driving fatalities.

To protect [CITY/TOWN] families during this long holiday period, [ORGANIZATION] will support [STATE/LOCAL AGENCY] efforts to protect citizens from impaired drivers. As part of the *You Drink & Drive. You Lose.* National Mobilization, local officials will conduct saturation patrols and sobriety checkpoints to arrest and prosecute impaired drivers to the fullest extent of the law.

"This Fourth of July [ORGANIZATION] will be working with [PARTNERS] to keep families safe from one of the greatest threats to our communities – Impaired drivers," said [LOCAL OFFICIAL]. "Impaired drivers are reckless criminals who kill every 32 minutes and injure someone every two minutes. Our message is a simple one – *You Drink and Drive. You Lose.* Violators can lose their license, time from work, and money in high fines and court costs, as well as possibly face imprisonment for vehicular manslaughter or homicide."

After several years of improvement, more recent impaired driving statistics released by the National Highway Traffic Safety Administration show alcohol-related deaths increased for the first time since 1995, from 15,976 in 1999 to 16,653 in 2000.

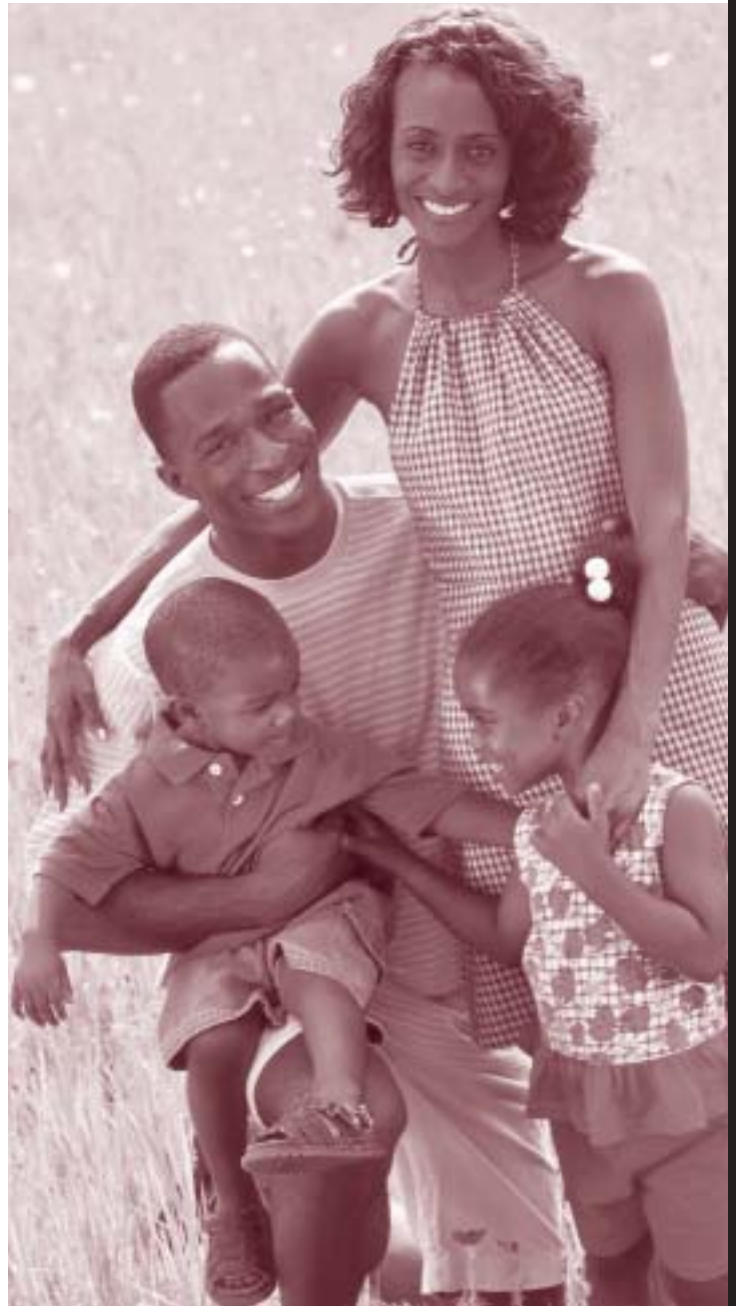
Studies from the National Highway Traffic Safety Administration show that the majority of Americans consider drunk driving one of the nation's most important social issues, ahead of healthcare, poverty/hunger, racism and education. Nearly 97 percent of Americans view drunk driving as a major threat to the community. As a result, the majority of Americans support increased use of enforcement efforts like saturation patrols and sobriety checkpoints to protect innocent victims. Furthermore, two-thirds of Americans also strongly endorse the use of stricter and more severe penalties against drunk drivers.

Nine out of 10 Americans who participate in social events where alcohol is served feel that people should use designated drivers. [LOCAL ORGANIZATION] suggests that party hosts include alcohol-free beverages and protein-rich foods, along with reminding guest to plan ahead. [LOCAL ORGANIZATION] reminds everyone:

- Don't risk it – If you plan to drive, don't drink.
- Choose a sober designated driver.
- Take mass transit or a taxicab.
- Spend the night where the activity is being held.
- Report impaired drivers to law enforcement.

The *You Drink & Drive. You Lose.* National Mobilization, launched in December 1999, is a comprehensive impaired driving prevention effort focused on highly visible criminal justice-related efforts to deter impaired driving and is designed for use by States and communities to save lives. Thanks to the tremendous efforts of thousands of devoted public and private partners, more than 150 million Americans have learned about our lifesaving message from their newspaper, from the Internet, and from radio and television broadcasts. For more information about the campaign, visit NHTSA's web site at www.nhtsa.dot.gov.

- Every July 4th holiday, thousands of Americans chose to drive after drinking alcohol or using drugs. Impaired driving is no accident. It's a serious crime that kills every 32 minutes.
- After several years of improvement, more recent statistics released by the National Highway Traffic Safety Administration show impaired driving-related deaths increased for the first time since 1995 from 15,976 in 1999 to 16,653 in 2000.
- With more people expected to travel during this extended July 4th holiday, this week could be one of the deadliest periods ever for impaired driving fatalities.
- This Fourth of July **[ORGANIZATION]** will be working with **[PARTNERS]** to keep families safe from one of the greatest threats to our communities – Impaired drivers.
- As part of the *You Drink and Drive. You Lose.* National Mobilization, law enforcement agencies will be conducting sobriety checkpoints and saturation patrols and to identify and arrest impaired drivers.
- We are warning everyone – *You Drink and Drive. You Lose.* Violators will lose their license, automobile, time from their job, and lose money in high fines and court costs as well as possibly face imprisonment for vehicular manslaughter or homicide.
- As a community, we all support law enforcement efforts to protect us from theft, burglary and assault. Yet, many otherwise law-biding citizens continue to view impaired driving merely as a traffic offense. Don't be fooled. Impaired driving is no accident nor is it a victimless crime.
- Nationally, impaired driving-related fatalities are increasing, killing nearly 17,000 people each year. More than 300,000 people are injured.
- Although every year 1.5 million impaired drivers are arrested, only one arrest occurs for every 772 instances of drinking and driving. As a result one in three Americans will be affected by this violent crime in their lifetime.
- We have reached a crossroads in our efforts to prevent this deadly crime. America is at a crucial point where we must all do more if we are to significantly reduce the number of alcohol- and drug-related crashes.



Talking Points

- The key to stopping impaired driving is taking a community approach with law enforcement, prosecutors, judicial officials and traffic safety partners, each doing their part, to protect innocent victims from impaired drivers.
- **[LOCAL ORGANIZATION]** is committed to making our neighborhoods safer and will be working with criminal justice officials to remind everyone:
 - ❑ Don't risk it – If you plan to drive, don't drink or use illegal drugs.
 - ❑ Choose a sober designated driver.
 - ❑ Take mass transit or a taxicab.
 - ❑ Spend the night where the activity is being held.
 - ❑ Report impaired drivers to law enforcement.
- Studies show that the majority of Americans consider drunk driving one of the nation's most important social issues, ahead of healthcare, poverty/hunger, racism and education.
- Nearly 97 percent of Americans view drunk driving by others as a major threat to the community.
- The ***You Drink & Drive. You Lose.*** National Mobilization campaign is a partnership of criminal justice and traffic safety partners in all 50 States that is committed to reducing deaths from impaired driving. Saturation patrols are increased enforcement efforts, often involving multiple agencies, that target a specific area to identify and arrest impaired drivers.
- At sobriety checkpoints, law enforcement officers evaluate drivers for signs of alcohol or drug impairment at certain points on the roadway. Vehicles are stopped in a specific sequence — such as every other or every fourth, fifth or sixth vehicle – depending on the staffing available and traffic conditions.
- Adequately publicized, saturation patrols and sobriety checkpoints increase the perceived risk of arrest, influence drivers to make the right decision, and remind the general public that impaired driving is a crime.
- This Fourth of July, please celebrate responsibly and don't take a chance – because chances are – you will be caught. The choice is yours – designate a driver or **[LOCAL LAW ENFORCEMENT AGENCY]** will appoint one for you – straight to jail.



This Fourth of July as you join your neighbors, family and friends to celebrate America's birth and our liberty, don't lose your freedom to impaired driving.

As a community we all support law enforcement efforts to protect us from theft, burglary and assault. Yet, many otherwise law-biding citizens continue to view impaired driving merely as a traffic offense. Don't be fooled. Impaired driving is no accident nor is it a victimless crime. Drunk drivers are reckless criminals who kill every 32 minutes.

This year the chances are even greater that you or someone you know will be affected. Because of the extended July 4th holiday period this year, [STATE/LOCAL ORGANIZATION] is expecting an increase in the number of impaired driving fatalities. This Fourth of July [ORGANIZATION] will be working with [PARTNERS] to keep families safe from one of the greatest threats to our communities – Impaired drivers. As part of the ***You Drink & Drive. You Lose.*** National Mobilization, local officials will conduct sobriety checkpoints and saturation patrols to arrest and prosecute impaired drivers to the fullest extent of the law.

There will be no warnings this weekend. Our message is a simple one – ***You Drink and Drive. You Lose.*** Violators will lose their license, time from their job, and lose money in high fines and court costs as well as possibly face imprisonment for vehicular manslaughter or homicide.

After several years of improvement, more recent statistics released by the National Highway Traffic Safety Administration show that impaired driving-related deaths increased for the first time since 1995 from 15,976 in 1999 to 16,653 in 2000. America is at a crucial point where we must all do more as communities and as individuals if we are to make significant declines in the number of alcohol- and drug-related crashes.

That's why it's so important to celebrate sensibly. It takes just a little forethought to designate a sober driver before you celebrate. Barring that, use taxi services and other alternative transportation or if possible, spend the night rather than driving home impaired.

If you're hosting a party, accept responsibility for your guests' safety. Don't serve alcohol to underage guests or to anyone who has clearly "had enough." It's not just the conscientious thing to do; serving those who are underage is illegal, and serving anyone who is visibly intoxicated can leave you liable. Offer non-alcoholic beverages and protein-rich snacks. Stop serving alcohol at least one hour before the party ends. Take the car keys away from any guest who is impaired; call a cab or ask a non-drinking guest to provide a safe ride home.

There is never enough help, and never too many voices. To learn how you can make a difference in [COMMUNITY], please contact [LOCAL CONTACT INFORMATION].

This Fourth of July, don't lose your freedom to impaired driving. The choice is yours – designate a driver or [LOCAL ORGANIZATION] will appoint one for you – straight to jail.

You Drink & Drive. You Lose. National Mobilization

Launched in December 1999, the ***You Drink & Drive. You Lose.*** National Mobilization is a partnership of criminal justice and traffic safety partners in all 50 States that is committed to reducing deaths from impaired driving. Thanks to the combined efforts of thousands of devoted public and private partners, more than 150 million Americans have learned about the campaign from the newspaper, from the Internet, and from radio and television broadcasts. For more information about the National Mobilization, please visit www.nhtsa.dot.gov.



This July 4th Holiday Keep America's Families Safe from Impaired Drivers

Join the *You Drink & Drive. You Lose.* National Mobilization

For most Americans, the Fourth of July is a special time to join family and friends to celebrate our freedom, democracy and the birth of our nation. Unfortunately, summer also represents the deadliest time of year on America's highways for impaired driving. That's why every July 4th holiday thousands of traffic safety partners in all 50 States join forces to protect citizens from this deadly crime.

New Materials to Help You Get Media Coverage

The key to deterring impaired driving is highly visible enforcement. Drivers must perceive **that** the risk of being caught is too high before their behavior will change. Use the – *You Drink & Drive. You Lose.* – message. It's to the point and easy for the media to incorporate in many different forms of communications. Equally important, it is an effective message in influencing thousands of citizens not to drink and drive. Use the materials to help you promote the July National Mobilization. The toolkit materials can be customized by local law enforcement officials, prosecutors and traffic safety advocates. They are also available on NHTSA's web site – www.nhtsa.dot.gov

Each toolkit includes:

- Suggestions on Planning and Activities
- Press Release
- Talking Points
- Op-Ed Article
- Fact Sheets
- Artwork
- Print & Radio PSAs
- Poster

How-to Guide Available

The online version of the *Saturation Patrols and Sobriety Checkpoints Planning Guide* is already available on NHTSA's web site. Print copies can also be ordered via the web site or by faxing your request to (301) 386-2194. This guide is intended for year-round use and provides information for partner organizations, such as:

- How to Plan Checkpoints and Saturation Patrols
- Building Partnerships
- Conducting Publicity and Promotion
- Establishing Operational Timelines
- Criminal Justice Training
- General Resources

Need More Help?

If you need additional information on the mobilization, available materials or key points of contacts, please go to the NHTSA web site – www.nhtsa.dot.gov page – and click the *You Drink & Drive. You Lose.* image on the home page. Also, check this web site periodically because NHTSA will provide details about specific and timely national media messages as the mobilization draws closer.





Saturation Patrols and Sobriety Checkpoints

What are saturation patrols?

Saturation patrols, which are legal in all 50 States, are concentrated enforcement efforts that target impaired drivers by through observations of moving violations such as reckless driving, speeding and aggressive driving. Law enforcement officers identify drivers and motorcyclists that exhibit certain behaviors when the vehicle is in motion. Well-publicized saturation patrols educate the driving public, signifying to motorists that breaking traffic laws is a serious problem and that violators will be punished.

What are sobriety checkpoints?

At sobriety checkpoints, law enforcement officials evaluate drivers for signs of alcohol or drug impairment at certain points on the roadway. Vehicles are stopped in a specific sequence, such as every other vehicle or every fourth, fifth or sixth vehicle. The frequency with which vehicles are stopped depends on the personnel available to staff the checkpoint, as well as overall traffic congestion. Well-publicized checkpoint programs educate drivers who pass through the checkpoint, signifying to motorists that impaired drivers will be caught.

Are sobriety checkpoints legal?

In 1990, the U.S. Supreme Court upheld the constitutionality of sobriety checkpoints in *Michigan v. Sitz*. The court ruled that the interest in reducing the incidence of impaired driving was sufficient to justify the brief intrusion caused by a properly conducted sobriety checkpoint. If conducted properly, sobriety checkpoints do not constitute an illegal search and seizure in most States.

Thirty-nine States and the District of Columbia can legally conduct sobriety checkpoints. The use of sobriety checkpoints as a deterrent is restricted or prohibited in the following States: Alaska, Idaho, Louisiana, Michigan, Minnesota, Oregon, Rhode Island, Texas, Wisconsin, Washington and Wyoming.

Who favors sobriety checkpoints and saturation patrols?

Surveys indicate that 75 percent of Americans favor the use of sobriety checkpoints as a law enforcement tool. The International Association of Chiefs of Police, Operation C.A.R.E. and the National Sheriffs' Association favor them. Citizen groups, such as Mothers Against Drunk Driving, Remove Intoxicated Drivers (RID), Students Against Destructive Decisions, and Citizens Against Drug Impaired Drivers (C.A.N.D.I.D.), strongly favor their use. Private groups, such as Nationwide Insurance and the National Commission Against Drunk Driving, have advocated their increased use for a number of years. Federal agencies, such as the National Transportation Safety Board and NHTSA, also strongly favor their use.

What are the concerns about sobriety checkpoints?

Some people think that sobriety checkpoints cause traffic jams and detain people for extended periods. Well-conducted, well-planned checkpoints delay drivers no more than a few minutes, or the length of an average traffic signal. Some think that checkpoints are costly, time-consuming and labor intensive; however, small-scale checkpoints can be conducted with as few as 3 to 5 officers. Typically, checkpoints use 10 to 12 officers. Officer safety should be a consideration when conducting checkpoints.



Why do we need sobriety checkpoint and saturation patrol programs?

Every year, 1.5 million impaired drivers are arrested yet only one arrest is made for every 772 instances of driving and drinking. Seasonal increases in alcohol and drug use help law enforcement agencies target their enforcement efforts. Sobriety checkpoints and saturation patrols provide law enforcement officials with effective tools for removing impaired drivers from roads and highways.

What makes sobriety checkpoints and saturation patrols so effective?

Sobriety checkpoints and saturation patrols help law enforcement officials detect and arrest impaired drivers. They also are a deterrent to people who might choose to drive impaired by increasing the risk of arrest when the checkpoints and patrols are properly publicized.

Where and when are the best times to run sobriety checkpoints?

Sobriety checkpoints and saturation patrols are generally conducted on weekend nights at locations where the incidence of impaired driving is high, according to arrest and crash records. However, sobriety checkpoints and saturation patrols can be conducted at other times and places.

How do I set up a sobriety checkpoint in my community?

NHTSA has guidelines on how to conduct checkpoints in a safe and legal manner. For more information, materials can be ordered through NHTSA's web site at www.nhtsa.dot.gov. Sobriety checkpoints and saturation patrols should be part of a community's ongoing impaired driving prevention program and/or Safe Communities program. Your department may already have a policy.





Sample Mobilization Radio Scripts

Radio stations are required to broadcast public service announcements to the community. Use this to your advantage by providing local stations with scripts provided with this planner. You should accompany the scripts with a letter explaining the problem of impaired driving in your community and ask for the station's support in helping to solve it. Suggest that traffic reporters remind listeners about the *You Drink & Drive. You Lose.* message and about increased enforcement activities in your community. It is a good idea to follow-up the letter with a phone call to the station to ensure they received the scripts, and to encourage their use.

:30 Second General Station Read – Alcohol

Drunk driving is no accident. It's a serious crime that kills every 32 minutes. Designate a driver, take a taxicab or mass transit or local law enforcement will provide you a ride to jail. **[INSERT STATION NAME/CALL LETTERS]** wants you to know that law enforcement will be out this holiday weekend conducting rolling saturation patrols to arrest impaired drivers and to make our streets and highways safer for all of us. The choice is yours – designate a sober driver or one will be appointed for you. Remember: *You Drink & Drive. You Lose.*

:15 Second Station Read – Alcohol

Not sure if you've had too much to drink? Then don't drive. The choice is yours – designate a sober driver or one will be appointed for you ... straight to jail. Impairment starts with the first drink, whether you

feel it or not. Drunk driving is no accident. It's a deadly crime. **[INSERT STATION NAME HERE]** reminds you law enforcement is mobilizing against impaired drivers this July 4th holiday. Remember: *You Drink & Drive. You Lose.*

:30 Second Station Read – Alcohol

This Fourth of July, don't lose your freedom and your car to impaired driving. Drink and drive and you could lose your car and license on the spot. Driving under the influence of drugs or alcohol is a serious crime that kills. **[INSERT STATION NAME HERE]** reminds you law enforcement is mobilizing against impaired drivers this July 4th holiday. The choice is yours – designate a sober driver or one will be appointed for you. Remember: *You Drink & Drive. You Lose.*

:30 Second July 4th Holiday Station Read - Drugs and Alcohol

So, you think impaired driving isn't a big deal? You're wrong - dead wrong. Driving under the influence of drugs or alcohol is a serious crime. **[INSERT STATION NAME HERE]** wants you to know that law enforcement is mobilizing this weekend to arrest impaired drivers and to protect everyone from impaired drivers this Fourth of July. The choice is yours – designate a sober driver or one will be appointed for you ... straight to jail. Remember: *You Drink & Drive. You Lose.*

:15 Second Station Read - Drugs and Alcohol

This Fourth of July, don't lose your freedom and your license to impaired driving. Did you know that your license can be revoked on the spot if your caught driving impaired. Driving under the influence of drugs or alcohol is a serious crime that kills. **[INSERT STATION NAME HERE]** reminds you law enforcement is mobilizing against impaired drivers this July 4th holiday. The choice is yours – designate a sober driver or one will be appointed for you. Remember: *You Drink & Drive. You Lose.*



Not sure if you've had too many?



I'll check for you.

Drunk and drugged driving kills 16,000 people each year.

More than 300,000 people are hurt and 1.5 million are arrested.

One in three Americans will be affected by this violent crime in their lifetime. You, your friends, your family could be next.

This holiday, law enforcement agencies across the country will stop impaired driving in its tracks. This holiday, sobriety checkpoints and saturation patrols will help make the roads safer for everyone.

So be prepared. If you drink, don't drive. Call a taxi, designate a sober driver, or plan on spending the night wherever you choose to celebrate.

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Sponsored by the National Highway Traffic Safety Administration *You Drink & Drive. You Lose.* National Mobilization.

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LOGO SHEET

USING THE LOGO IN ONE COLOR

When printing the logo in one color (black) use the logos provided below. All Screens print at 40%.

USING THE LOGO IN TWO COLORS

When printing the logo in two colors it is necessary to use the digital form of the *You Drink & Drive. You Lose.* logo.

The color breaks are:

"You lose" = red (or PANTONE® 200)

"You Drink & Drive.", road, glass = black

LOGO SIZE

The logo may be enlarged to any size.

If using the logo larger than the one provided below, it will be necessary to use the digital form of the *You Drink & Drive. You Lose.* logo.





Not sure if you've had too many?

I'll check for you.

THE FACTS:

- Drunk and drugged driving kills 16,000 people each year.
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April 2002

